



Marketing Monthly Report

Town of Bladensburg
December 2017
Submitted by Chidinma (Chi-Chi) Dureke

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Marketing Coordinators

DECEMBER 2017 Monthly Report

During the month of December, we promoted Town events, programs, and activities through the use of various social media platforms, to include LinkedIn, Constant Contact, Facebook, Twitter, Instagram and the Town of Bladensburg website, www.bladensburgmd.gov

The Marketing Coordinator successfully promoted the Town's 17th Annual Yule Log, the Bladensburg Holiday Decoration Contest, the distribution of the Bladensburg C.A.R.E.S. Holiday Food Baskets, A Night with Santa, and the Bladensburg Police Departments Annual Shop with A Cop event.

In addition to the weekly E-Blast, you can find information about what is happening in the Town of our Facebook page, Twitter, and the Town's brand new website, www.bladensburgmd.gov. We are committed to identifying various ways to share information and will always strive to better communicate with all of our stakeholders. We welcome your input on what type of information you wish to see in our weekly e-blasts. The overall goal of the Bladensburg Weekly E-Blast is to keep Town residents and businesses informed on important issues impacting the community, and to improve our public outreach efforts.

Please contact the Marketing Coordinator if you would like to be added to our mailing list at cdureke@bladensburg.net. Also, we have created a link on the Town of Bladensburg Facebook page to make it easier for residents to Join our Mailing List. Link:

<https://www.facebook.com/Bladensburgmd/app/141428856257/>

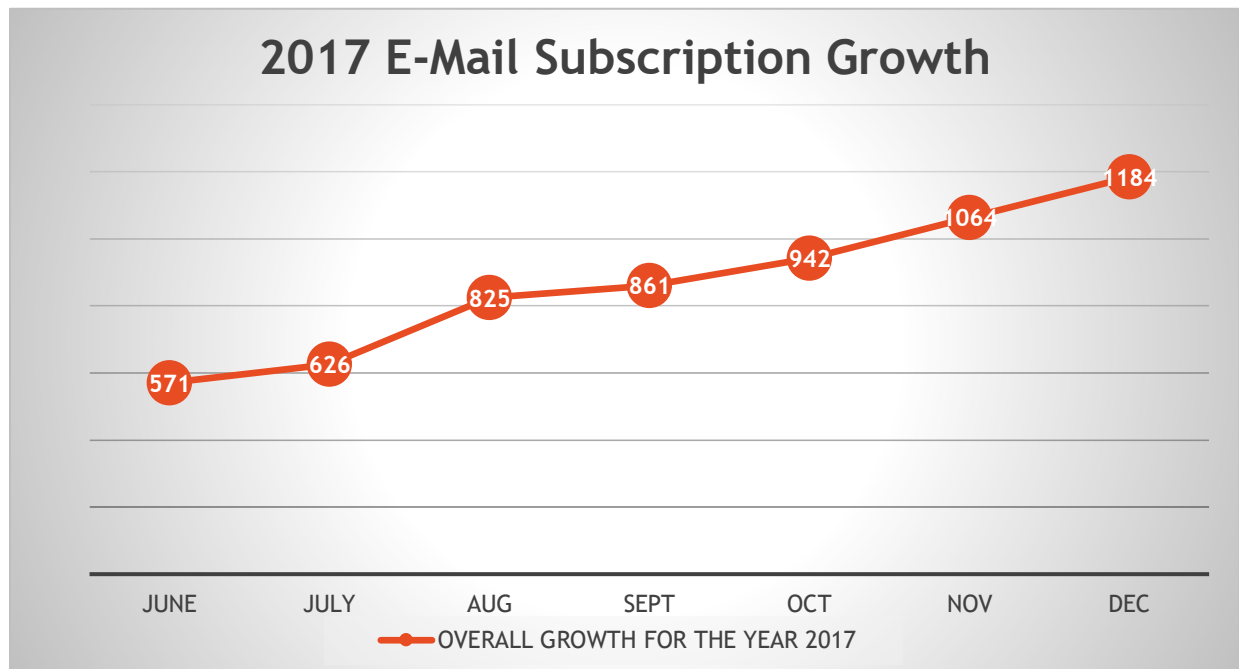
BLADENSBURG C.A.R.E.S. HOLIDAY BASKETS

On Tuesday, December 19, 2017, I photographed and assisted Bladensburg Community Outreach Officer L. Brown in distributing holiday baskets to Bladensburg residents. Each basket consisted of fresh produce and canned goods. The purpose of going door to door delivering the baskets was to encourage our local community to celebrate the holidays and that Bladensburg C.A.R.E.S. about its residents. Photographs and more information can be found on the Town Facebook page @BladensburgMD.



DECEMBER Highlights, Trends & Graphs

E-Blast WEEKLY UPDATES

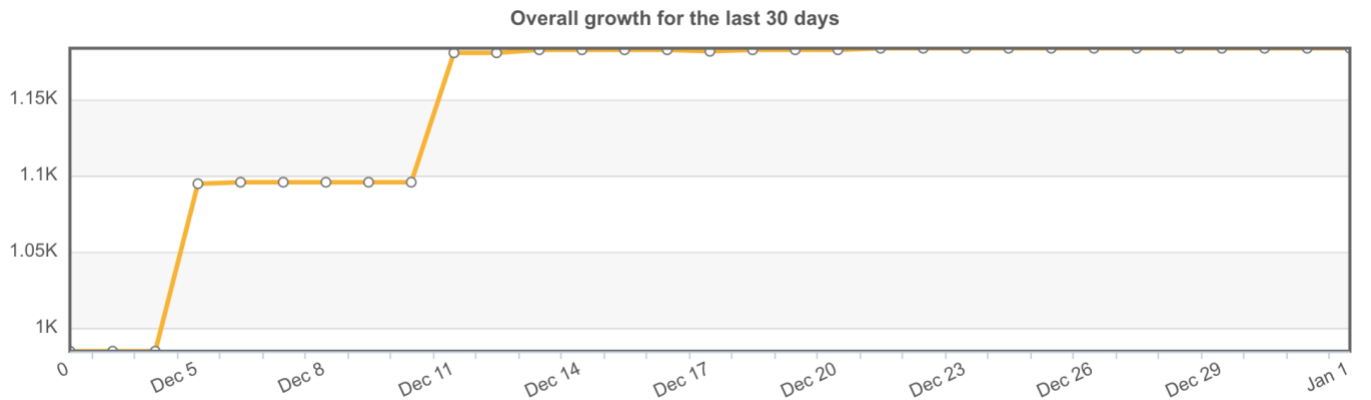


| June | July | Aug | Sept | Oct | Nov | Dec |
|------|------|-----|------|-----|------|------|
| 571 | 626 | 825 | 861 | 942 | 1064 | 1184 |

- **Mailing List Growth in December**

During the month of December, 200 new email addresses were generated, the highest number of new subscribers in one month to-date. The report also shows the growth in number of new contacts added to the Town's Mailing list(s) over the last 30 days. With the help of Town staff, we successfully reached our year-end goal of growing the Town Mailing List to 1,000 plus e-mail subscribers. The E-Blasts groups subscribers consist of consist of Town businesses, Town schools, Town residents, Port Towns community members and surrounding Municipalities. We successfully added contacts through a proactive marketing campaign designed to increase the subscribership to the Town's Weekly E-Blast. The marketing campaign was conducted through various channels, including Join My Town Town's Facebook page; forward to a friend; word of mouth; Town staff promoting the benefits of

joining the mailing list; and other methods created to encourage members of the community to join our list.



- **Mailing List Trend Overview in December**

- October 2016: **400 Contacts** December 2017: **1,184 Contacts**
- Weekly Update E-blasts user opens by device: **42% Mobile 58% Desktop**
- E-mail Campaigns Sent: **8**
- Popular Clicks: **Town Facebook Page, Job Opportunities, Announcement Documents**
- Most Engaged 2017 E-Mail Campaign: **Election Results: Town of Bladensburg, Maryland, Sent Tues, Oct 3, 2017, with 246 Unique Opens.**

- **Marketing Platforms** *(in order of popularity and priority)*

1. **Weekly E-Mail Newsletter**
2. **Direct Mail – Print**
3. **Facebook**
4. **Next Door**
5. **Twitter**
6. **Instagram**
7. **LinkedIn**

• FACEBOOK UPDATE

288
Total Likes

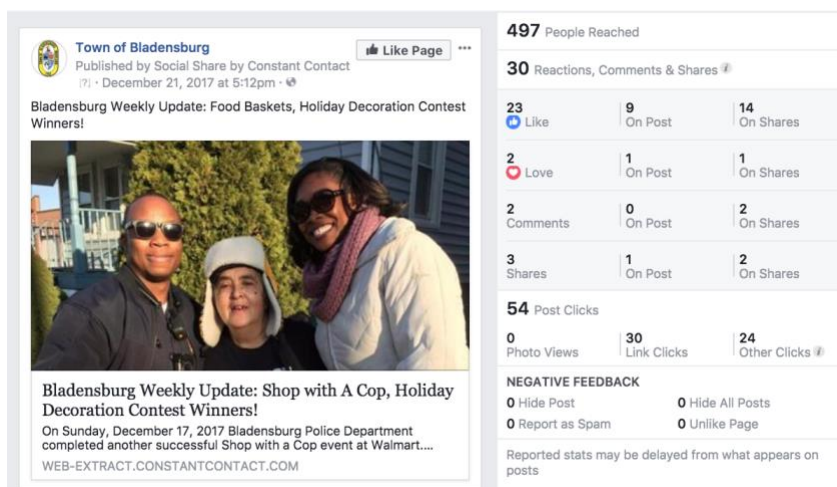
299
Total Follows

From January 2016 to Dec 2017, the Town has gone from 0 followers to 288 total likes and 299 total followers.

On @BladensburgMD Facebook page we shared the latest news on upcoming events, announcements, pictures or video from past events reminders and road closings. Since the launch of our new website www.bladensburgmd.gov, we have seen an overall increase in Facebook interactions and shares. See chart for our top sources for resident engagement.

Bladensburg Weekly Update: Shop with A Cop, Holiday Decoration Contest Winners, posted on December 21, 2017 was the most popular Facebook post for the month of December, 497 People reached, 14 post shared and 23 likes.

Sharing the entire Weekly Update on our Facebook page is another marketing initiative the Town has successfully implemented this year.



CURRENT & UPCOMING PROJECTS

• NEW TOWN WEBSITE

We are pleased to announce we have successfully launched the Town of Bladensburg's brand new website. Going forward, the Marketing Coordinator will be working closely with MDA Technologies in completing the new website launch and transitioning the responsibility of updating the site from MDA to the Town. Marketing will be learning how to update all the necessary materials, photographs, and how to edit and create content for the new website. The goal of the new site is to provide an interactive, easy to navigate networking system where residents, businesses and visitors can access up-to-date news, find information on services provided by the Town, learn about upcoming events and meetings; and much, much, more. Visit bladensburgmd.gov today!

• PET WASTE STATION CAMPAIGN



Town of Bladensburg has continued to market and promote the new Pet Waste stations. In collaboration with the Prince George's County's Department of Environment, Town staff assisted in promoting the installation of the Pet Waste Stations and to educate residents on the positive environmental impacts picking up after and properly disposing of their pet waste has on the community. In December, we also implemented magnets, in the Town to encourage residents to #DoYourDootyBladensburg.

Each sign will serve as a reminder of the environmental impact pet waste has on our community and the importance of using our new pet waste stations. For more information, visit bladensburgmd.gov or e-mail phall@bladensburg.net

• WINTER 2018 TOWN NEWSLETTER

The Town of Bladensburg quarterly print newsletter will be sent out February 2018 to all Town of Bladensburg residents and businesses. The print Winter 2018 Newsletter, will be made available to download on the town website, Facebook and our Weekly E-blast as well.

MARKETING INITIATIVES

CREATING A STRONGER BRAND FOR THE TOWN OF BLADENSBURG



\The goal is to strengthen the Town's identity by increasing our visibility and recognition, not only within the community, but on a regional and state level. We are in the process of identifying new and creative ways to create a strong brand by incorporating the use of our Town seal/logo on all promotional materials and combining our newly adopted style guide on all future marketing material and literature. The next phase is to make residents aware of our online presence using photos, creating interesting visuals, infographics and illustrations. We will be implementing the following initiatives as part of our branding campaign:

- Use our new tagline, **"Bladensburg C.A.R.E.S."**
- Develop a short, relevant hashtag for all social media uses. I recommend (in priority order) **#TownofBladensburg #TOB #BladensburgCARES**
- Create initiatives that support the Town mission, and mention Town of Bladensburg.
- Encourage residents to follow us on social media and sign up for our mailing list.

MEETINGS/EVENTS/COMMUNITY INVOLVEMENT

The Marketing Coordinator was involved in the following meetings/events and community outreach activities:

1. Met with Mike Hunninghake from Sustainable Maryland to collect “Scoop That Poop” magnets and to discuss status of campaign information and marketing documents and Pet Waste Management initiative.
2. Attended the 17th Annual Yule Log & took photos that can be found on our Facebook Page
3. Met with Officer L. Brown and Courtney Lancaster at Bladensburg Community Center to learn about their Christmas event and get familiar with Town of Bladensburg Police Department’s involvement, in order to promote the FREE event to Town residents.
4. Along with the Mayor, the Town Administrator and officer L. Brown, participated in distributing holiday food baskets.
5. Met with Mayor and Town Clerk to discuss the 2018 Black History month program and to have a conversation on how we can work together to make this year’s event a success.